

CITY OF JERSEY CITY

JERRAMIAH T. HEALY
MAYOR



CITY HALL
JERSEY CITY, NJ 07302
TEL: (201) 547-5200
FAX: (201) 547-4288

FOR IMMEDIATE RELEASE
August 18, 2010

Contact: Jennifer Morrill
Press Secretary
201-547-4836
201-376-0699

IN AN EMERGENCY WE'LL CALL YOU ***Mass Alert System Promises to Reach Further Than Ever***

JERSEY CITY – Mayor Jerramiah T. Healy and **municipal first responders** unveiled today a **21st century mass alert system** that takes advantage of the latest technologies available to reach residents and businesses with important messages regarding emergencies and public safety.

The new advanced **rapid mass notification and communication technology system**, which will become operational on **Monday, September 2, 2010**, was supplied by **C3 Holdings LLC** for **\$350,000**, and was paid for with grant funding from the **U.S. Department of Homeland Security**.

“Whether you have a smart phone, email, or home phone, we now have a way to reach you in case of an emergency,” said **Mayor Healy**. “But for this system to be truly effective, we need all of our residents and members of the business community to enroll in this important early alert system.”

The system, the first of its kind for Jersey City, has already been implemented in the **Office of Emergency Management** with C3’s patented voice, text and web notification platform in conjunction with every phone number for the city through a contract with Verizon Business.

The success of the new mass notification system will be driven in part with the **Citizen Interactive Registration**, where business owners and residents can register how they would like to be contacted in an emergency, either by email, voice contact or text messaging at their homes, place of work or private cell phones.

If you would like to register for free to receive the emergency notifications, please either log on to the City of Jersey City’s website at www.jerseycitynj.gov where you will be directed to the registration page or go directly to <https://my.c3alert.us/jerseycitynj/home/welcome>.

(more)

(2)

In fact, registered users will have the ability to **interactively refer friends and family** to join the system through an invite, build out their own personal emergency network that can be notified in case of an emergency, and register their household as a special needs home that during emergencies, such as a power failure or evacuation, could impact their quality of life.

Through the contract with **Verizon**, the database of hard-line phone numbers in the system will be regularly updated to ensure **that all business and home hard line will receive major state of emergency notifications** that are of a priority one-level health risk even if you are not registered with the service. However, the city is urging everyone to register for this important service.

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Jerramiah T. Healy at 201-547-4836 or 201-376-0699.///